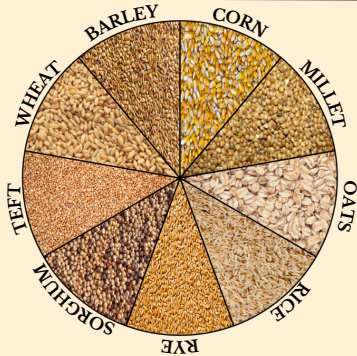
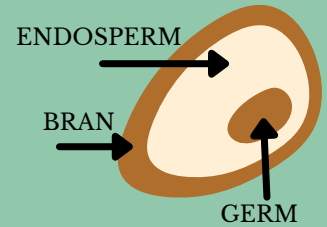




# Grain Label Claims



Whole grains must include the entire grain seed - bran, germ, and endosperm. When whole grains are cracked, crushed, rolled, extruded, and/or cooked, they still contain naturally occurring nutrients found in the original intact grain.



## Examples of Whole Grains

- Barley
- Corn/cornmeal/popcorn
- Millet
- Oats (Including oatmeal)
- Brown or colored rice
- Wild rice
- Rye
- Sorghum
- Teff
- Wheat (including spelt, durum, bulgur, and cracked wheat)

## Label Claims

- **100% whole grain**
  - Product contains no refined flour
- **Whole grain**
  - At least 51% whole grain by total weight
- **Good source of whole grain**
  - 15% to 25% whole grain
- **Made with whole grains**
  - May contain a little or a lot of whole grains
- **Multigrain**
  - A mixture of grains, possibly all or mostly refined grains
- **Refined**
  - Processed grain containing just the endosperm. During processing, some nutrients such as fiber are removed
  - Refining creates a finer texture and extends the shelf life of the product
  - Examples: white rice, all purpose flour, couscous, pearled barley

## Pseudo-cereal

- Plants that produce seeds or fruits that are consumed and used as grains
- Sometimes called pseudo-grains
- Often used as a gluten-free substitute for grains
- Typically high in protein
- Examples: quinoa, buckwheat, chia, amaranth



## Health Claims

- **Good source of fiber** - Products containing 2.5 grams or more per serving
- **Enriched** - Some of the nutrients that were removed during processing are added back into the product
- **Gluten free** - Food containing less than 20 parts per million of gluten
- **Fortified** - Adding nutrients that are not naturally present in a product (example- folic acid and iron)

## Shopping Smart

- Always check the ingredients list for whole grains
- Do not rely solely on packaging or product color to identify whole grains
- The Whole Grain Council Stamp is a visual marker used to inform consumers about the amount of whole grain in a product

For more information, visit MSU Extension's Food Label Claims page

<https://www.canr.msu.edu/tag/food-label-claims>